Cortland appoints vice president of brand strategy, experience



Cortland has appointed Jennifer Glasgow to serve as vice president of brand strategy and experience.

Courtesy of Cortland

One of the largest apartment managers in Atlanta has welcomed a hospitality branding professional to its leadership team to enhance the company's digital and on-site identity.

Cortland has named Jennifer Glasgow to serve as its vice president of brand strategy and experience. She assumed the position on March 2, a company spokesperson told Atlanta Business Chronicle on Friday.

In this role, Glasgow will pioneer the strategy and execution of Cortland's brand vision across its portfolio of multifamily communities, according to a March 19 news release.

She will report to the firm's chief marketing officer Carol Hoeller, who was appointed to her role in July 2025.

"[Glasgow's] background in brand strategy and experience design coupled with her expertise in commercial delivery will enhance our innovative efforts to deliver elevated performance across the brand," Hoeller said in a prepared statement. "Jennifer's leadership and consistent track record of delivering results make her an invaluable asset to our team."

Glasgow joins Cortland with more than 15 years of experience in consumer-driven brand strategy.

She most recently served as managing director and principal brand and experience strategy lead at the Atlanta-based hospitality consulting firm The MODIV Group, working with clients such as Hilton, Hyatt and Sonesta.

She has also previously held several leadership roles while working for global hospitality giant InterContinental Hotels Group, including senior brand experience and design manager for the boutique hotel brand Hotel Indigo.

"[Cortland's] dedication to delivering thoughtful, engaging resident experiences is truly impressive," Glasgow said in a statement. "I look forward to building on that foundation to create meaningful moments for residents while supporting the continued growth of Cortland's communities."

Cortland manages and is invested in more than 200 apartment communities across 25 U.S. markets, according to its website.

The company is also the sixth-largest apartment manager in metro Atlanta, with more than 13,000 multifamily units managed across 41 properties, per Chronicle research.

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Rank		
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